



TOWN OF HENRIETTA  
County of Monroe  
State of New York

475 Calkins Road, Rochester, NY 14623  
(585) 334-7700 • [www.henrietta.org](http://www.henrietta.org)

TOWN OF HENRIETTA  
APPLICATION TO TOWN BOARD

Appeal No. SP. 2023-016

**SPECIAL USE PERMIT – RESTAURANT**

Date 4/5/23

Applicant: Joel Chiarenza [Redacted]

2199 East Henrietta Rd Suite PB Henrietta, NY 14623 [Redacted]

Business Owner: same I am 50% partner in the business

No. & Street City State Zip Code Phone Number

Business Name: Smugtown Brewery

Business Address: 2199 East Henrietta Rd suite 13 Henrietta, NY 14623

Property Owner: same as above

No. & Street City State Zip Code Phone Number

Architect/Engineer: Clint Battista - Enso Architects [Redacted]

P.O. Box 26208 Rochester NY 14626 [Redacted]

Hereby request from the Town Board for a Special Use Permit for the property located at:

2199 E. Henrietta, NY 14623

162.18-2-1.005 B-1 Commercial (MURC)

If property is under a purchase option, indicate date option expires: \_\_\_\_\_

Under the Zoning Ordinance, a Special Permit is requested pursuant to:

Article: VI Section: 285 Subsection: 14 Paragraph: B(12) of the Zoning Ordinance.

Description of Proposal: Brewery serving beer and alcohol and light food. 11am-11pm everyday.

**IMPORTANT:** Please check only those operational subtypes which you intend to operate now or in the very near future. The Town is required to assess each subtype for potential impacts, therefore if you select operational subtypes which are not truly intended to be utilized, you may unnecessarily subject your proposal to further mitigation which may not otherwise have been required.

- Sit Down Meal Service
- Take-Out Meal Service
- Drive-Through Service
- Outdoor Seating
- Bands, DJs, or Similar Loud Entertainment
- Alcohol to be Served

Printed Name: Joel Chiarenza Signature: [Signature]

[Signature] Received By 5/10/23 Date of Meeting\* (unless rescheduled) TBD Time

\*A meeting date will be assigned when applications are turned in but if the application is deemed incomplete, it will not be scheduled and the Applicant will be notified.

**Statement of Applicant and Owner with Respect to Reimbursement  
of Professional and Consulting Fees**

In conjunction with an application made to the Town of Henrietta, the undersigned states, represents and warrants the following:

- 1) I/We am/are the applicant and owner with respect to an application to the Town of Henrietta.
- 2) I/We have been advised of, are aware of and agree to comply with the obligation to reimburse the Town of Henrietta for any and all professional and consulting fees incurred by the Town in conjunction with this and any other applications by me/us, including but not limited to engineering and/or legal fees, all as more fully set forth in the Henrietta Town Code.
- 3) I/We have been provided with, or have otherwise reviewed the Henrietta Town Code provisions related to the obligation to reimburse the Town with respect to professional and consulting fees, and agree to comply with the same.
- 4) I/We understand that this obligation shall not be dependent upon the approval or success of the application.
- 5) I/We further agree that in the event the Town of Henrietta is required to refer for collection an outstanding debt for such professional and/or consulting fees due to the Town of Henrietta, I/we shall be obligated to pay the reasonable attorney's fees incurred as a result of the Town's efforts to collect such fees. Reasonable attorney's fees shall also include any and all disbursements that may result from the commencement of litigation.
- 6) Each party to the application, including the applicant and the owner, shall be jointly and severally liable for all consulting and professional fees and expenses incurred in conjunction with the application.

Applicant: Smugtown Brewery  
By: Joel Chiarenza  
Title: Owner  
Dated: 4/5/2023  
Signed: Joel Chiarenza

Owner: Frontier Center, LLC  
By: Joel Chiarenza  
Title: Owner  
Dated: 4/5/2023  
Signed: Joel Chiarenza

## Letter of Intent

### **Smugtown Brewing Co.(SBC):**

Smugtown Brewing Co. will be located in Henrietta, NY. The brewery will have a 5 BBL brew house with (5) 5 BBL fermenters and (1) 10 BBL bright tank. This will give us the ability to brew small, unique batches of beer as well as larger batches for contract customers or wholesale business.

Being located in Henrietta, we will have access to a mobile canning company, so we will sell our beer wholesale in kegs and cans.

Just like Battle Street in Dansville, SBC will brew great beer, which is the number one priority. There will be 12 different beers on tap, with flagship beers, seasonal rotations, unique projects and collaborations with other breweries. Jason and Nine Spot Brewing in Rochester recently teamed up to brew a collaboration beer for Geva Theater to celebrate the opening of A Christmas Carol. The beer has been a huge success. Jason has formulated 100's of commercially craft brewed beers. There will be no shortage of beer styles produced by Smugtown Brewing Co..

### **Smugtown Brewing Operating and Real Estate Details:**

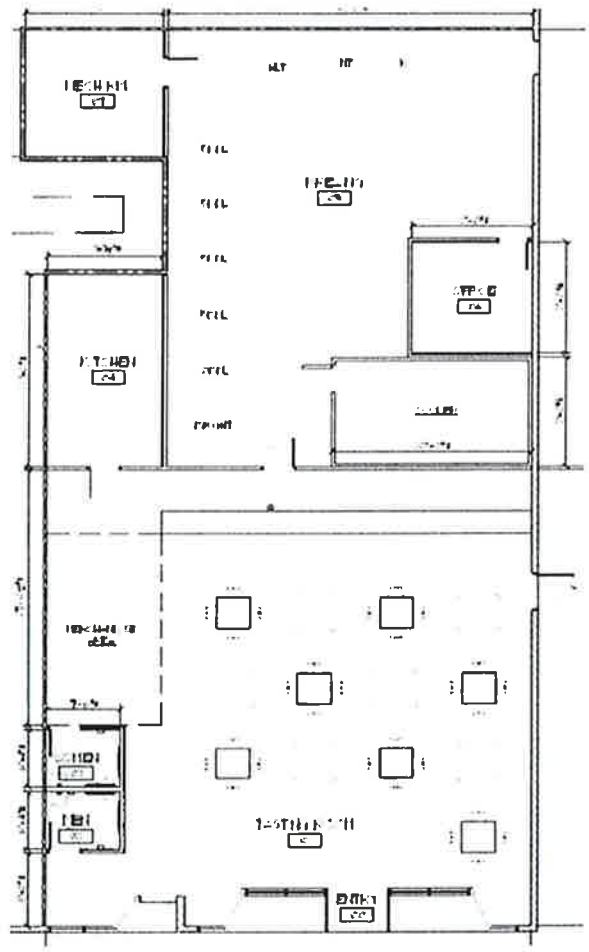
The focus is on brewing and selling great beer. The NYS Farm license allows us to sell NYS made alcohol products (distilled liquors, wines, beers, and ciders) in addition to our own beer. We will have a small kitchen with prep tables and table top ovens to produce a simple menu consisting of pizzas, boneless wings, quesadillas, charcuterie boards, pretzels, etc.

The brewery space we are looking at is between 4,000-5,000 SF in Henrietta, NY for the following reasons:

- There are **no other breweries in Henrietta**. Great hyperlocal brewery location.
- Henrietta is the largest suburb of Rochester with a stable population of 42,000 to 45,000 with a median age of 34.1 years, which is optimum for craft beer drinkers.
- The landlord has space available and are willing to build it out to suit our needs.
- The rent for the brewery space is being quoted at this time as -SF including taxes and CAM. This price is used in the Operating Cost Projection.
- We are seeking a 10 to 15-year lease for the brewery. The long-term lease makes SBC a desirable tenant providing more negotiating leverage resulting in a lower monthly lease payment.
- The City of Rochester is north of SBC with 490 and 590 expressways funneling car traffic to 390, the major north-south expressway providing easy access from the city and suburbs.

Several brewery plans have been developed and will be quickly finalized on the signing of a lease.

Example of brewery floor plan:



Smugtown Brewery is offering \$6,000.00/month for the first 5 years of the lease at 2199. East Henrietta Road.

Sincerely,

Joel Chiarenza  
April 3, 2023

*Frontier Management*  
of New York, Inc.

Frontier Center LLC

To Whom it may concern: The purpose of this letter is to confirm that I, Joel Chiarenza am the Manager and an Owner of the entity that owns the plaza located at 2199 East Henrietta Road, Henrietta, NY 14623.

Sincerely,



Joel Chiarenza  
April 18, 2023

*Frontier Management*  
of New York, Inc.

I, Joel Chiarenza authorize Smugtown Brewery to open a business in my plaza at 2199 East Henrietta Road, Henrietta, NY 14623.

Sincerely,



Joel Chiarenza  
April 3, 2023

April 18, 2023

To Whom It May Concern:

I, Jason Fox, authorize Joel Chiarenza to represent me in all matters concerning the planning of the brewery and the permitting process. Joel and I are partners in the brewery project.

Cordially,

A handwritten signature in black ink, appearing to be 'JF', written in a cursive style.

Jason Fox

Partner and Head Brewer at Smugtown Brewing Co.

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